

Continous Development – Building a Personal Brand – 3

In the first two parts of this article, we tried to understand a few critical inputs into developing our personal brands in industry. In this concluding part, let us try and align our minds and behaviour to the skills sets that we have developed.

Dedication to a cause which is beyond our own personal interests – Many young students and professionals regularly ask me on how they can focus themselves on their careers. My suggestion, rarely accepted on the face of it is quite simple. Do not work on your career or solely for monetary benefits. Work for a cause or a set of causes larger than your personal interests or business that you firmly believe in and keep at it even when things get rough. In the long term, dedication to laudable causes leads to self actualization and the summary of your journey is what society refers to as a career. Enough examples abound – Abdul Kalaam, Narayana Murthy, Baba Amte, Delhi Metro’s Sreedharan, Dr. Varghese Kurien and many more. Each if them succeeded when they set about working on their cause. When the cause became a reality, they became the models of success. Important to remember that more one runs behind self career management and monetary success, one can at best obtain unsustainable short lived successes and in many cases a sense of failure but when you dedicate yourself to a cause, the cause takes care of your long term sustainable emotion of success, service and contribution.

Humility – Difficult to develop this quality. This is a quality that develops early in life and sustains throughout. It is a quality that cannot be faked but which is clearly visible to one and all . It is a quality that defies an easy definition and a quality that is an essential ingredient for legendary leadership. Many professionals mistake this as a sign of weakness. But when understood, this is clearly a quality which transcends many weaknesses and provides a lasting impression.

Values – Each of us need to understand that aspect of our beliefs that will never change in this changing world and commit ourselves to them. Such enduring values are enduring personal brand traits when relentlessly used to help us verify the rightness of the direction we take at different points in our lives

Handling Failures – When we have a humble disposition, dedication to a laudable cause beyond ourselves and live with a sense of values, handling our lows and failures becomes very simple. Remember, failure is a bigger and better teacher than success. Each of us need to develop a failure showcase and take insights from each of us. For that is what helps us grow wise. Never try to cover up failures or pretend they never happened. In fact, the world at large has a great deal of respect for those who have failed, learnt, pursued relentlessly and then succeeded .

Handling Change

Not without reason, have we often heard the lines – Change is the only constant. If you do not like change, you will like irrelevance even less which is the natural consequence for those of us who fail to understand change and change ourselves accordingly.

An open mind, a flexible approach and a realization that there are many right ways to each goal are critical pieces of equipment for each for each of us on our journey through life.

Sometimes, people come and tell me that they have done all this and yet it does not seem to have any impact on their lives. Each of us need to be resilient enough to withstand the negative influences that happen all around us and continue to have a positive outlook and mindset irrespective of the troubles of the present.

I am reminded of the words of wisdom someone once shared with me –

When nothing seems to help, I go and look at a stonecutter hammering away at his rock, perhaps a hundred times without as much as a crack showing in it. Yet, at the hundred and first blow it will split into two, and I know it was not that blow that did it but all that had gone before.

For in the final reckoning, what really counts is the timeless law of success

Life's battles are not often won
By the talented or the most qualified man
The battle of life is won
In all cases without exception
By the man who thinks he can

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